

IN THE CLAIMS

Please amend the claims as follows. This list includes all claims in the application, and replaces all previous claims.

1. (currently amended) A method of presenting digital content to a user on a computing device, the method comprising the steps of:

providing a display on the computing device, wherein the display includes a portion thereof defining a stream portion;

displaying a continuous stream of digital content items ~~in a~~ the stream portion of the display;

obtaining a current context of the user and the computing device;

providing contextual sensitivities for the digital content items;

determining a value for ~~the~~ each digital content item's relevance of being displayed;

calculating a probability of displaying ~~the~~ each digital content item based upon the value of ~~the~~ such digital content item's relevance of being displayed;

performing a ~~random~~ selection of ~~the~~ digital content ~~item~~ items based upon the probability of displaying the digital content items ~~item~~; and

presenting the selected digital content items ~~item~~ in the stream of digital content being displayed;

wherein the stream portion of the display area may be selectively turned on and off by the user.

2. (new) The method of Claim 1, wherein the step of performing a selection of digital content items comprise performing a random selection of digital content items.

3. (new) The method of Claim 1, wherein the contextual sensitivities comprise at least one element of information from the following:

whether the device is connected to a network;

the bandwidth of any network connectivity;

whether the device is connected to a computer;

whether the device is operating on battery power;

whether the device is in a known location;

whether the display is on;

whether a headphone is connected; and

whether a GPS location is known;

4. (new) The method of Claim 1, wherein the stream portion of the display, when not turned off by the user, overlaps a portion of other data information items being

presented on the display.

5. (new) The method of Claim 4, wherein the user can adjust the size and location of the stream portion of the display.